

# VERB™ THE LATEST WORD



This is the eleventh installment in a series of VERB newsletters providing the latest and greatest on how the VERB campaign is getting kids off the couch and into life. Read on...

## VERBSCOOP

- Landon Donovan, member of the San Jose Earthquakes and US men's Olympic team, stars in the next execution of VERBs "Sports Hero" campaign. Landon's 30-second spot, titled "Points," launches July 19th. The spot features Landon playing a fun backyard game of soccer with a group of kids. The only catch is that the kids play by their own rules in which different points are given for a variety of inventive goals, such as three points for between the garden-gnome sprinklers. The spot shows kids that they don't have to play like a professional to have fun — they can play anyway they want!



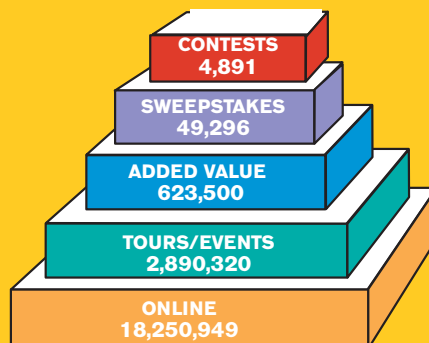
Stay tuned for Landon's 15-second "Tutorial Call-to-Action" spot, which is slated to launch in mid-August.

In an effort to saturate the Hispanic/Latino market with VERB's important message, the campaign has expanded beyond kids and is hitting Hispanic/Latino parents with focused communications. The Niños Activos. Familias Sanas campaign encourages Hispanic/Latino parents to get their tweens involved in physical activity for at least 60 minutes every day. The campaign uses various communications channels to convey in-language and culturally relevant messages. In addition to TV, radio, and print, there is also a 26-week event tour planned that will visit various events across the country. Community and corporate partnerships help to ensure that these efforts are sustained and adopted by other organizations interested in affecting the future health and well-being of Hispanic children across the country.

In August, VERB launches its Phase 3 campaign in the Asian American market with a series of TV and Print Ads aimed at motivating parents and adult influencers to overcome perceived barriers to get their kids to be physically active every day. All communications to parents and adults will continue to carry the identity of "Campaign to build healthy children" in this market.

## VERBOMETER

IMPACT TO DATE  
**21,818,956**



VERB has touched over 21 children and parents to date

In mid-June, Telemundo began running one of the new Hispanic/Latino TV spots. This first spot features a tween boy who is transported from the confines of his dark and dull living room and video game to a fun, energetic baseball game. His parents are shown in the stands, supporting and cheering him on. The message is clear— parents need to get their kids involved in physical activity in order to be healthier.

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## VERBOUTREACH

- The SI For Kids Road Trip 2004 Tour has begun, kicking off in Las Vegas, Nevada, on June 22nd. Despite the sweltering 105 degree climate, a total of 3,000–3,200 people attended the 2-day Vegas event!



The tour will be stopping in 11 more markets during the summer at amusement parks throughout the country, for 28 event days and 84 performances. Gravity Games and X-Games pro athletes spend the day demonstrating tricks to the excited crowd and offer interactive clinics. Kids can also get active in the VERB tents at one of the four physically interactive video games set up.



Teen People Rock 'n Shop hit its first stop on their 2004 mall tour, visiting Orlando, Florida on July 9–10. This is the first of seven stops on the tour. As a sponsor, VERB rocked the house with the VERB Dance Revolution Challenge! Kids learned the hottest dance moves from MTV Award winning dance choreographer Darrin Henson and then competed to win dance lessons in their hometown. At the VERB booth, kids could continue dancing at one of the two interactive Dance Dance Revolution (DDR) games, following the step-by-step dance moves on the TV screen.

RockShop logo with icons for headphones, a star, a cat, a moon, and a person.

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## VERB CONNECTIONS

- The two winners of the YM and VERB Move It to Groove It! contest are featured in the August issue of YM and online at YM.com on the Plugged-In events and promotions page. The VERB "Movers and Shakers!" minisite launched on July 6th and will be live for two months.

To check it out, go to:  
<http://www.ym.com/pluggedin/verbnw>

- A new in-language and culturally relevant Web site targeting the Hispanic community will launch at the end of July. It will contain important information, tips, and resources on how parents can and should get their children involved in at least 1 hour of

physical activity everyday. It will also provide updates on the two families that were chosen to participate in the 6-month long "Niños Activos. Familias Sanas" program currently playing out on Telemundo's national morning show, "De Mañanitas," and in VISTA magazine. Check out [www.NAFS.org](http://www.NAFS.org) for more information.

## VERB ON THE MOVE

- As the VERB Anytour enters its 5th week (July 12th) we've activated more than 113,000 tweens in Anytime/Anywhere games and activities. The trucks and crews are being met with



kid-enthusiasm across the country as we're stopping at minor league baseball games, amusements parks, water parks, and countless community-based organizations. Kids are so excited about the tour, they want to follow it to the next city! Influencers are also impressed with the tour, from parents who have said "What you guys are doing is absolutely wonderful!" to camp counselors who are having as much fun as the kids! Kids who visit the tour have been playing a ton of games and activities from Anyhoop to relay races, flag football to broomstick hockey. They are even making up their own games like soccer tennis and bowling golf and taking them home to sustain fun, physical activity with their friends! We have seen a significant increase in internet traffic during the past 4-5 weeks, which means that kids are loving the tour and checking out the site for more ways to play!

- The official "Niños Activos. Familias Sanas" (NAFS) tour kicked off during the July 4th weekend in Los Angeles. More than 4,000 parents and kids interacted with the NAFS crew and got to experience physical activity first-hand. Parents were given important information about how to get their kids active, and kids were able to participate in various activities like the basketball toss and soccer kick. In the month of July, the tour reached approximately 20,000 parents. The tour will continue to visit various community shopping and recreational centers in the Los Angeles area throughout the months of August and September.



Another important part of this 26-week mobile tour is that parents will be asked to make a pledge to try and get their kids involved in physical activity. They will even be asked to read the pledge out loud and sign the official "Niños Activos. Familias Sanas" pledge book. Children will be asked to "witness" their parents signing the book, thereby creating a fun, unique opportunity that the whole family can participate enjoy. Additionally, the families will receive fun premiums, like Frisbees and beach balls, that remind them how easy and fun it is to get their kids involved in daily physical activity.

## VERBCHATTER

NEW CAMPAIGN DRIVES HIGHEST UNAIDED AWARENESS LEVELS IN JUNE

VERB's unaided awareness continued a two month climb in June (to 21%), achieving the highest level observed during the most recent 15 months of tracking. In addition, tracking data showed that among all media vehicles, TV showed its highest unaided levels to date as the source of VERB awareness. With the launch of the first Sportshero commercials (Venus Williams "Shadows" and "Places to Play") in May/June, the new spots are showing positive signs of brand awareness and relevance to tweens. In addition, Web site visitation in June remained consistent with May, also at the highest mark seen at 10%.

VERB's message is also resonating strong

with tweens and showing healthy signs of breaking down kids barriers to getting active. The following self descriptive attributes are at their highest TopBox levels of agreement observed to date:

1. I would try a physical activity even if I'm not sure I'd be good at it (70%)
2. Helps you use your imagination to find new physical activities to do (61%)
3. Gives you confidence to try new things (62%)
4. I could find a physical activity that I enjoy (82%)
5. I think I have what it takes to be physically active (74%)
6. Its more important to participate in activities than to win (79%)

It is clear that the Sportshero campaign is working. With new creative launching in July, August, and October, we look forward to seeing continued positive awareness trends with this campaign.

## FAST FORWARD

- Coming this August, ABC's VERB Fantasy Switched program will be airing on the ABC Family channel. A total of 120 kids applied for



a chance to switch lives with an athlete from their favorite sport, of which three lucky kids have been selected. Watch the trials and tribulations when they switch lives with aspiring professional athletes!

- In the upcoming August issue of SI For Kids, VERB and X-Games have partnered up and will be featured together in-book, offering readers step by step instructions to do a cooler skater move called the kickflip. Professional skateboarding pro, Ryan Sheckler, is featured in the ad.

- For the first time in the history of the Brand, Marvel comics will be creating an ad for VERB using the X-Men characters. Look for it in the August issues of Marvel Comics, as Wolverine shows what his VERB is.



- Beginning August 30th, the second Nickelodeon PSA featuring the cast from the hit show Romeo! will be airing. In the spot, Romeo and the rest of the cast take a break



from the set by playing a pick-up game of basketball and show off their unique, cool basketball moves that tweens can try on their own and with friends.

- Make Every Move Count is back and bigger than ever! This year, 20 schools will be selected to participate in the monthly, pedometer challenge, doubling the number of schools that will get active to 120 compared to last year's program 60. During the month of September, promotional spots will air on the Channel One in-school network, encouraging schools for a chance to enter the contest.
- VERB has partnered with DC Comics to create two custom-made ads. The first of the two ads will be running in the September issue of DC Comics, featuring the characters from the Justice League. Members of the Justice League include Superman, Batman, Wonder Woman, Flash and Green Lantern.